

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u> 488769 /		<u>Alt Order #</u> 06268496
<u>Product</u> DCCC		
<u>Contract Dates</u> 09/12/12 - 09/17/12		<u>Estimate #</u> 1577
<u>Advertiser</u> ISS DCCC		<u>Original Date / Revision</u> 08/28/12 / 08/28/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 11	<u>Product Code</u> 14
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Great American Media (GMMB)
1010 Wisconsin Avenue
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	09/12/12	09/17/12	Cops	1-2pm		:30			NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				4	\$175.00			
N 3	KVVU	09/12/12	09/17/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	4	\$6,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				4	\$1,725.00			
N 4	KVVU	09/12/12	09/17/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				2	\$800.00			
N 5	KVVU	09/12/12	09/17/12	Katie Couric	2-3p		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				3	\$250.00			
N 7	KVVU	09/12/12	09/17/12	The Dr.Oz Show	4-5p		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				4	\$350.00			
N 10	KVVU	09/12/12	09/17/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				2	\$600.00			
N 13	KVVU	09/12/12	09/17/12	Extra	M-F 7-730p		:30			NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				1	\$575.00			
D 17	KVVU	09/17/12	09/17/12	The Mob Doctor	Mon 9p-10p		:30			NM	0	\$0.00
D 18	KVVU	09/15/12	09/15/12	NCAA Football Late Game	NCAA Football Lat		:30			NM	0	\$0.00
D 19	KVVU	09/15/12	09/15/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	0	\$0.00
D 23	KVVU	09/16/12	09/16/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	0	\$0.00
D 24	KVVU	09/16/12	09/16/12	Sports Plus Su 1045p	1045p-11p		:30			NM	0	\$0.00
D 28	KVVU	09/13/12	09/13/12	The X Factor	The X Factor		:30			NM	0	\$0.00
Totals											48	\$24,630.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
488769 /	06268496

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/12/12 - 09/17/12	DCCC	1577

<u>Advertiser</u>	<u>Original Date / Revision</u>
ISS DCCC	08/28/12 / 08/28/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/17/12	48	\$24,630.00	\$20,935.50
Totals	48	\$24,630.00	\$20,935.50

Signature: _____ **Date:** _____

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REP HEADLINE# 6268496 TRF# 488769
\$\$\$ MOD# 2 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG28/12 15.46
*** KVVU-TV ***

ADV # ADV. NAME ISS/DCCC

AGY # 70858 AGY. NAME GREAT AMERICAN MEDIA

3050 K ST NW,

WASHINGTON, DC 20007

REP. # OFF. # 762 SALESMAN #

BUYER NAME KATIE KEULEMAN

SALES PRSN PH- TERESA DIFURIA

ORDER # CONTRACT # 6268496

CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC EST#1577 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP12/12 SEP17/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG28/12 15.46

REP: TO ROSE
FROM TERESA
REVISED ORDER PER CLIENTS REQUEST TO CUT FUNDS. THIS WAS MARKET WIDE
REV TTL 24630
PLEASE CONFIRM

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DEMOCRATIC CONGRESSIONAL CAMPAIGN

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11
AGENCY PRODUCT CODE = 14
AGENCY EST# = 1577

31	S		100P-200P	30		\$175.00	9/12	9/17	4		W-F,M	4
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PROGRAM : COPS/DOG THE BOUNTY HUNTER
ORD COM1 : PRG CHG. PRE-BOOKED PLS APPROVE.
THIS IS A MAKE-GOOD FOR SEP12 ON LINE-1 FOR 5 SPOTS/WK

3	S		1000P-1100P	30		\$1,725.00	9/12	9/17	4		W-F,M	4
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PROGRAM : FOX 5 NEWS AT 10P
CON COM1 : FOX 5 NEWS AT 10P

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE# :	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS :
4	S		1100P-1135P	30		\$800.00	9/12	9/17	2		W-F,M	2
PROGRAM : FOX 5 NEWS AT 1100P												
CON COM1 : FOX 5 NEWS AT 1100P												
5	S		200P-300P	30		\$250.00	9/12	9/17	3		W-F,M	3
PROGRAM : KATIE COURIC												
CON COM1 : KATIE COURIC												
7	S		400P-500P	30		\$350.00	9/12	9/17	4		W-F,M	4
PROGRAM : DR OZ												
CON COM1 : DR OZ												
10	S		530P-600P	30		\$600.00	9/12	9/17	2		W-F,M	2
PROGRAM : FOX 5 NEWS AT 530PM												
CON COM1 : FOX 5 NEWS AT 530PM												
13	S		700P-730P	30		\$575.00	9/12	9/17	1		W-F,M	1
PROGRAM : EXTRA												
CON COM1 : EXTRA												
32	S		900P-1000P	30		\$3,150.00	9/17	9/17	0		MON	0
PROGRAM : THE MOB DOCTOR												
ORD COM1 : PRG CHG. PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR SEP17 ON LINE-17 FOR 1 SPOT/WK												
18	S		100P-800P	30		\$2,000.00	9/15	9/15	0		SAT	0
PROGRAM : FOX COLLEGE FOOTBALL												
CON COM1 : FOX COLLEGE FOOTBALL												
37	S		1100P-1200M	30		\$950.00	9/15	9/15	0		SAT	0
PROGRAM : FOX 5 NEWS AT 10PM SAT												
ORD COM1 : NEWS DELAYED DUE TO 3HR MOVIE. AIRING 11P-12M. PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR SEP15 ON LINE-19 FOR 1 SPOT/WK												

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG28/12 15.46
 *** KVVU-TV ***
 REP HEADLINE# 6268496 TRF# 488769
 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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24	S		1000P-1045P	30		\$1,575.00	9/16	9/16	0		SUN	0
PROGRAM : FOX 5 NEWS AT 10PM SUN												
CON COM1: FOX 5 NEWS AT 10PM SUN												

25	S		1045P-1100P	30		\$1,000.00	9/16	9/16	0		SUN	0
PROGRAM : FOX 5 SPORTS EXTRA												
CON COM1: FOX 5 SPORTS EXTRA												

30	S		800P-900P	30		\$3,500.00	9/13	9/13	0		THU	0
PROGRAM : THE X-FACTOR RESULTS												
CON COM1: THE X-FACTOR RESULTS												

SEP/12 24630.00
 CONTRACT TOTAL 24630.00
 TOTAL SPOTS 48

MARKET TOTALS \$274,294 KVVU 17% KSNV 30% KLAS 27% KTNV 17% KVMY 5% KVCW 3% CABL 0%
 KTUD 1%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE